

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
REGULAR MEETING  
MINUTES**

February 19 2013 – 6:00 pm  
in the DOMB Board Room  
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

---

Present: Sarah Valiquette-Thompson, Mariano Tulipano, Helen DiPardo, Eric Cathcart,  
Councillor Pete Bowen, Ron Spencer, Susan Willsey  
Regrets: Bob Willsey, Nick Raseta  
Also Present: Lisa Thomson-Roop, Aaron Schoenmaker, Leslie Fournier, Darcy Hoover

**1. Open Session**

**2. Chair – Sarah Valiquette-Thompson**

**3. Call to Order**

**4. Approval of Agenda**

**5. Disclosure of Interest**

**6. Deputations**

b) Streets Alive – Leslie Fournier - 5<sup>th</sup> year of Streets Alive! This year's theme is Letters of Orillia. There will be 35 letters this year. Kick off will be held in June. Request from Downtown Management Board to look at it as a program that is gaining momentum no as a year by year project. \$5000.00 request (sponsorship of \$3000, letter D is \$2000) The letter will remain on display in front of the Library.

a) Orillia Opera House – Krista Storey, Darcy Hoover-  
\$2500.00 Sponsorship requested.

**14. Deputation Motions**

Streets Alive!

**Motion 1:**

**Moved: Mariano Tulipano**

**Seconded: Eric Cathcart**

**“That the Downtown Orillia Management Board sponsors Streets Alive! 2013 in the amount of \$5000, which includes sponsorship and the letter D that will remain in Downtown in front of the Library.”**

**Carried**

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
REGULAR MEETING  
MINUTES**

February 19 2013 – 6:00 pm  
in the DOMB Board Room  
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

---

*Direction: Susan will email Leslie and discuss getting an artist to do a Downtown Orillia theme. Rick will be consulted with placement to endure street cleaning can take place.*

a) Laugh out Loud

*Direction: Hand out Downtown Directory map with coupons from merchants. Office staff to begin work on 2013 Directory and send out a call for coupons to members. Promote the shows as well with Downtown Social media accounts.*

**Motion 2:**

**Moved Helen DiPardo**

**Seconded: Susan Willsey**

**“That the Downtown Orillia Management Board support LOL Summer Theatre at the Opera House in the amount of \$2500.00.”**

**Carried.**

**6. Minutes**

January 22, 2013

**Motion 3:**

**Moved Susan Willsey**

**Seconded: Eric Cathcart**

**“That the Downtown Orillia Management Board adopt the January 22, 2013 board minutes as amended to include Motion 11: Transfer to Reserves.”**

**Carried.**

**7. Closed Session**

a. Motion to move into Closed Session

**Motion 4:**

**Moved: Mariano Tulipano**

**Seconded: Ron Spencer**

**“THAT, pursuant to Section 239(4) of the Municipal Act, 2001, S.O. 2001, c.25, notice is hereby given that the Downtown Orillia Management**

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
REGULAR MEETING  
MINUTES**

February 19 2013 – 6:00 pm  
in the DOMB Board Room  
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

---

**Board intends to hold a closed session meeting in the Tudhope-McIntyre Orillia City Centre to deal with matters pursuant to Section 239(2) (b) of the said Act (Personal Matters)”  
Carried.**

- b. Closed Session Items  
Personal Matter- Re: Staff/BIA Member Relations
- c. Motion to rise and report to Open Session

**Motion: 5  
Moved: Councillor Pete Bowen  
Seconded: Eric Cathcart**

**“That the Downtown Orillia Management Board Rise and report to open session.”  
Carried.**

**8. Open Session**

**9. Motions arising from Closed Session Discussions**

**Motion: 6  
Moved: Ron Spencer  
Seconded: Helen DiPardo**

**“That the Downtown Orillia Management Board proceed with Option 1 in the closed session report dated February 19<sup>th</sup>, 2013”  
Carried.**

**10. Correspondence – Information Items**

- a) Jack Green, Transit Advisory – Saturday Sunday Transit Service
- b) Office of the Mayor- Tag Days- Comfie Cat Shelter
- c) Office of the Mayor – Tag Day – Orillia Youth Opportunities Committee
- d) Office of the City Clerk- Appointments to DOMB
- e) Office of the City Clerk – Façade Improvement Program 2012 Accountability Report
- f) Office of the Mayor – Tag Days – Orillia Figure Skating Club

*Received as information.*

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
REGULAR MEETING  
MINUTES**

February 19 2013 – 6:00 pm  
in the DOMB Board Room  
33 Mississaga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

---

**11. Correspondence – Action Items**

**12. Reports**

- a. Financial Report

**Motion: 7**

**Moved: Eric Cathcart**

**Seconded: Ron Spencer**

**“That the Downtown Management Board pay the financials dated prior to February 19, 2013”**

**Carried**

- b. Recreation Facility -

Updates: tender for demolition for David H will come to Council soon.

Still limbo as to what it will include.

Keep up Vocalization

*Direction: Send a letter to council. Ask for an update from Council. Go forward with the beautification and surface facilities at 255 West. Please make it a Council priority. The visual impact of that corridor is terrible.*

- c. Events Committee

FABruary going well. March will proceed with an umbrella brand of all Downtown events, sales etc.

*Direction: Set up a meeting with the EDC to help develop and polish up a package to potential businesses doing business downtown. 2013 budget money is set aside for this. Need to advocate on behalf of building owners as well as business owners.*

- d. Marketing Committee- received

- e. Maintenance Equipment

**Motion: 8**

**Moved: Ron Spencer**

**Seconded: Eric Cathcart**

**“That the Downtown Orillia Management Board approve the purchase of a 10 foot fiberglass ladder at a cost not to exceed \$260.00 plus HST”**

**DOWNTOWN ORILLIA MANAGEMENT BOARD  
REGULAR MEETING  
MINUTES**

February 19 2013 – 6:00 pm  
in the DOMB Board Room  
33 Mississauga St. W.

(Accessible entrance is located at the back entrance off Andrew Street)

---

**Carried.**

f. Board Media Release  
Changes: Headline ---- Bright horizon Downtown

g. Parking Advisory Committee - No report.

h. Farmers' Market Ad Hoc Committee –

*Direction: Write a letter to Council suggesting that the Farmers Market move back to Market Square. Testimonials in the letter from businesses affected by the move to City Hall. Note Market Square was renovated for that purpose. Downtown businesses are a large stakeholder in the city and contribute almost 1.9 million taxes.*

i. Transit Committee –  
Eric Cathcart is willing to sit on this committee if our current rep no longer wishes to.

j. Website –  
Meeting with designers next week.  
Retail Spaces available should be included on the site. Keep letting Committee know what the board wants on the site so it can be included. Update sent to the real estate board any time something changes.

k. Streets Alive!

l. Lakehead Update

m. Way Finding Signage  
*Direction: Send revised approved report to Council Committee. Explore TODS and report back to March DMB meeting.*

n. Chamber Update- No report

**13. Date of Next Meeting** –Tuesday March 19, 2013. –DOMB Board Room

**14. Adjournment**